

# 2005 Report on National Poison Prevention Week

## Children Act Fast... So Do Poisons!



Poster design by Jessica Shenoi (8 years old) Submitted by Oklahoma Poison Center

**National Poison Prevention Week • March 20-26, 2005**

***Poison Control Center Hotline 1-800-222-1222***

POISON PREVENTION WEEK COUNCIL

P.O. Box 1543 • Washington, DC 20013

[www.poisonprevention.org](http://www.poisonprevention.org)

Title 3—

Proclamation 7875 of March 18, 2005

The President

National Poison Prevention Week, 2005

By the President of the United States of America

**A Proclamation**

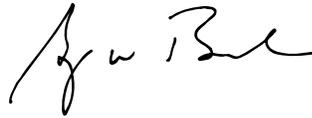
National Poison Prevention Week reminds us that young children need constant close supervision by responsible adults to keep them safe. This week highlights the dangers of accidental poisonings, steps that can be taken to reduce risks, and what to do in case of an emergency.

Poison control centers receive approximately one million calls each year about children who have ingested dangerous medicines or chemicals they have found around their homes. Since the first National Poison Prevention Week 43 years ago, many deaths and injuries have been prevented through increased public awareness, the use of child-resistant packaging, and a national network of poison control centers. We must build on this progress by taking additional precautions to keep our children safe. All potentially hazardous products, including those encased in child-resistant packaging, should be stored out of the reach of children. Parents can educate themselves about poisons and receive safety information by visiting the Poison Prevention Week Council website at [www.poisonprevention.org](http://www.poisonprevention.org). In case of an emergency, families should keep the toll-free number, 1-800-222-1222, on hand in order to reach the nearest Poison Control Center. By properly supervising children, taking preventive measures, and knowing what to do in an emergency, we can help protect our young people from the risks of accidental poisonings.

To encourage Americans to learn more about the dangers of accidental poisonings and to take appropriate preventive measures, the Congress, by joint resolution approved September 26, 1961, as amended (75 Stat. 681), has authorized and requested the President to issue a proclamation designating the third week of March each year as "National Poison Prevention Week."

NOW, THEREFORE, I, GEORGE W. BUSH, President of the United States of America, do hereby proclaim March 20 through March 26, 2005, as National Poison Prevention Week. I call upon all Americans to observe this week by participating in appropriate ceremonies and activities and by learning how to prevent poisonings among children.

IN WITNESS WHEREOF, I have hereunto set my hand this eighteenth day of March, in the year of our Lord two thousand five, and of the Independence of the United States of America the two hundred and twenty-ninth.


**NATIONAL POISON PREVENTION WEEK**

PUBLIC LAW 87-319; 75 STAT. 681

(H.J. Res. 358)

Joint Resolution authorizing the President to issue annually a proclamation designating the third week in March as National Poison Prevention Week. In order to aid in bringing to the American people the dangers of accidental poisoning.

*Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That:*

The President is hereby authorized and requested to issue annually a proclamation designating the third week in March as National Poison Prevention Week, to aid in encouraging the American people to learn of the dangers of accidental poisoning and to take such preventive measures as warranted by the seriousness of the danger.

Approved September 26, 1961.



The Clorox Company contributed funds to produce this annual report for National Poison Prevention Week.

# National Activities

On Tuesday, March 15, 2005, a news conference was held to announce the 44<sup>rd</sup> annual National Poison Prevention Week. The annual news conference highlighted the importance and effectiveness of child-resistant packaging, the need to keep medicines and chemicals locked up out of sight and the availability of trained professionals during poison emergencies through the national toll-free number: 1-800-222-1222.

Speakers included Rose Ann Soloway, representing the Poison Prevention Week Council, Chairman Hal Stratton, U.S. Consumer Product Safety Commission and Kathy Wruk, on behalf of the American Association of Poison Control Centers.

Various media attended the news conference including CNN, Cox, and Univision. A video news release with broadcast quality shots of a local poison center in action, shots of a family interacting with children, footage from the news conference and



(left to right) Rose Ann Soloway, Chair, Poison Prevention Week Council, Kathy Wruk, President, American Association of Poison Control Centers and Hal Stratton, Chairman, U.S. Consumer Product Safety Commission)

sound bites from each speaker, was issued nationally. Evaluation of the TV usage of the video showed that nearly 9 million viewers saw the poison prevention story on television news.

In support of National Poison Prevention Week 2005, there were 6,000 packets of poison prevention materials distributed, plus an additional 15,000 posters.

Here are statements made by participants at the National Poison Prevention Week news conference.



National Poison Prevention Week News Conference, audience shots



## Welcoming Remarks

### Remarks by Hal Stratton

*Chairman*

*U.S. Consumer Product Safety Commission*

**G**ood Morning. I'm Hal Stratton, Chairman of the U.S. Consumer Product Safety Commission.

I'm pleased to be here today with the leaders of two of our most important partner organizations, Rose Ann Soloway, Chair of the Poison Prevention Week Council and Kathy Wruk, President of the American Association of Poison Control Centers.

Because of the work of these important organizations, and because of the dedication of thousands of hard working men and women at work at poison control centers around the country, our nation has made great progress in reducing the number of poison-related fatalities among children.

In the 1960s, about 450 children died each year from poisonings. That number has been reduced to about 30 children each year. But we can, and must, do more.

So today, as we kick off this year's National Poison Prevention Week, we are releasing important new findings that show the need to better educate and inform all Americans about simple, easy steps that our experts believe will reduce the number of poison-related injuries among children. According to our findings, approximately 78,000 children under five years old visited U.S. hospital emergency rooms because of unintentional poisonings in 2003, the last year for which we have data. That's about one child every seven minutes.

We also found that the majority of these incidents — more than nine out of ten — occurred at home with ordinary household products. Our findings show that normal, everyday products like baby oil, mouthwash with ethanol, over-the-counter pain relievers like aspirin and ibuprofen, cough and cold medicines, and adult vitamins with iron could be toxic to young children if improperly ingested. This is an important point, because it shows that



these emergency room visits are clearly preventable. And it shows that parents and caregivers are on the front lines in the fight against unintentional poisonings. Here's how they can help. If you're a parent or child care provider — check that you've locked up harmful products and medicines, out of sight and out of reach of children.

Be sure to keep items in their original child-resistant packaging. When you take items out of their safe packaging and put them in another container, you eliminate the child-resistant protection. And finally we ask all Americans, parents and non-parents alike, to do one simple thing: **BE VIGILANT!** About 20% of medicines ingested by children belong to someone else — usually a grandparent.

As Chairman of the CPSC, I join the leaders of these important organizations here today in doing our part to help reduce the number of poisonings to children. The CPSC will continue to enforce regulations that require child-resistant packaging on many kinds of products. This packaging must be both child resistant and adult friendly.

Poison Control Centers nationwide will continue to provide lifesaving information to America's families. And, the Poison Prevention Week Council will keep working to raise awareness of this important issue throughout the country.

By working together, we can build on the 43 years of success of National Poison Prevention Week — and continue to save children's lives.

Now, I'd like to welcome Rose Ann Soloway, Chair of the Poison Prevention Week Council...

**Remarks of**  
**Rose Ann G. Soloway, RN, MEd, DABAT**  
*Chair*  
*Poison Prevention Week Council*



**G**ood morning. My name is Rose Ann Soloway. I am chair of the Poison Prevention Week Council and Clinical Toxicologist at the National Capital Poison Center in Washington, DC. The Poison Prevention Week Council comprises nearly forty national organizations, public, private, and government, collaborating to achieve a public health goal. On behalf of the Poison Prevention Week Council, I welcome you to this observance of National Poison Prevention Week.

You've heard from Chairman Stratton that families call poison centers about more than one million young children per year. Even though poison centers can manage most of those children at home, thousands of children require treatment in hospital emergency departments. Clearly, poison prevention is critical and poison prevention messages apply to parents, grandparents, teachers and everyone who provides care to young children.

Poison prevention messages always include the importance of child-resistant packaging, storing medicines and household products in their original containers, and locking potentially dangerous items out of sight and reach of children. Here are a few examples of why these steps are important.

- Many types of pesticides can be poisonous if swallowed, inhaled, or spilled or splashed on the skin. Because of a child's small body size and immature organs, a child who swallows or handles these products can have symptoms ranging from skin irritation to breathing problems and seizures.

- Some products can cause immediate skin and tissue burns if swallowed or handled. These include drain openers, toilet bowl cleaners and rust removers.
- Hydrocarbons are found in many household products, ranging from baby oil, furniture polish and lamp oil to gasoline, kerosene and lighter fluid. When a child (or adult) tries to swallow these liquids, they can slide easily down the wrong way, into the lungs. This can cause serious, even fatal, pneumonia.
- Many kinds of medicines can harm a child who takes too much. Common examples include over-the-counter pain relievers, cough and cold medicines, and prescription medicines needed by older adults.
- It's important to read the label every time you give medicine to young children; be sure you are giving the right dose of the right drug to the right child. This is true even for non-prescription medicines used to treat pain and fever.
- Set up a schedule to be sure that children don't get repeat doses of the same medicine from different adults. When adults lose track, a child may get two, three, or more times the correct dose of cough and cold medicine.

Since these are often multi-ingredient preparations, a child gets an overdose of several drugs at once.

- The same medicines that let older adults live active and healthy lives can be deadly to young children. Some medicines are so dangerous to children that just one pill requires a trip to the emergency department. Examples include certain blood pressure medicines and pills for diabetes. This is why grandparents who keep their prescription drugs in non-child-resistant pill containers should be especially aware of this risk.

To protect children from these and other possible poisons, everyone who cares for young children must provide a safe environment for these youngsters:

- Use child-resistant packaging on medicines and household products. Close the tops securely after using a product. Child-resistant packaging can't work if it's not used!
- Lock medicines and household products out of sight and reach of children.
- Call medicine by its proper name.
- Read and follow label instructions before giving or using medicines and household products.
- Put the poison center phone number on or near every phone. The 24-hour number to reach every poison center in the United States is 1-800-222-1222.
- Call the poison center immediately if you think that someone may have swallowed or contacted a poison.

And now it is my pleasure to introduce Kathleen M. Wruk, President of the American Association of Poison Control Centers.



National Poison Prevention Week News Conference, media interview

**Remarks of Kathleen M. Wruk, RN MHS***President**American Association of Poison Control Centers*

**G**ood morning, My name is Kathy Wruk. I am President of the American Association of Poison Control Centers and the Director of the Rocky Mountain Poison Center in Denver, Colorado.

We have heard from Chairman Stratton and Ms. Soloway that unintentional poisoning is a leading cause of home injury of our children. A recent study by the Institute of Medicine concluded that poisoning is a much larger public health problem than has generally been recognized and continues across the entire lifespan. While it is well recognized that pre-school children are at the greatest risk for unintentional poisoning, cases of unintentional drug overdose and suicide attempts are more likely to occur in adolescents and young adults, and the elderly are at risk for poisoning due to scenarios such as mixing medications or taking the wrong dosage.

In addition, new concerns about biological and chemical terrorist acts have elevated poisoning to a national security issue of public health importance.

Fortunately, poison centers are available across the nation to respond to the public in all of these situations. No matter where you are in the nation, a poison center can be reached by calling our national hotline, 1-800-222-1222. When you call a poison center, you speak with a health care provider who has been specially trained in poison management.



Within the first few minutes (and minutes count in poisoning), that specialist on the phone will guide you through what could be a frightening experience. The specialist will assess the situation and at the same time provide emotional support. Poison center staff manage this type of situation hundreds of times a day. Their quick assessment and treatment recommendations can significantly reduce the harmful affects of a poisoning. And that is why poison centers are so important and why they are a fundamental component of our public health care system.

Poison Centers provide a non-duplicated service in our health care system. Lack of stabilized funding for all poison centers threatens the very infrastructure that is essential for dissemination of information, not only for childhood poisoning, but also in national response to biological and chemical terrorist acts.

Today, as we underline the seriousness of unintentional poisonings involving young children in the home, and stress the importance of poison prevention education, I would like to take a moment to recognize the role of the local poison center, the

center that serves your state, 24 hours a day, 7 days a week. Thank you to the staff of our 61 poison centers. Thank you, Directors, Medical Directors, Public Educators and Poison Information Specialists who make up the poison center team - the team that works tirelessly to support our public health mission to provide rapid intervention and decrease harmful affects of poisoning. Your commitment to the public is appreciated by all of us. Thank you.



National Poison Prevention Week News Conference, media interview

# Contributors

The following members of the Poison Prevention Week Council contributed funds to National Poison Prevention Week:

- American Academy of Pediatrics**
- American Association of Poison Control Centers**
- American Public Health Association**
- American Society of Health-System Pharmacists**
- Closure Manufacturers Association**
- Consumer Healthcare Products Association**
- Cosmetic, Toiletry and Fragrance Association**
- Food Marketing Institute**
- Healthcare Compliance Packaging Council**
- National Association of Chain Drug Stores Foundation**
- National Association of Pediatric Nurse Practitioners**
- National Community Pharmacists Association**
- National SAFE KIDS Campaign**
- Soap and Detergent Association**
- U.S. Department of Agriculture-Cooperative State Research, Education, and Extension Service**
- U.S. Department of Health and Human Services, Maternal and Child Health Bureau**
- U.S. Environmental Protection Agency**

The following corporations also made contributions to National Poison Prevention Week:

- The Clorox Company** *(to produce the annual report)*
- Owens-Illinois and Owens-Brockway** *(to produce the poster)*

## Members of the AMERICAN ASSOCIATION OF POISON CONTROL CENTERS

(Certified Regional Poison Centers are in **Bold**)

3201 New Mexico Ave., NW, Suite 330

Washington D.C. 20016

(202) 362-7217 (phone) • aapcc@poison.org

www.aapcc.org • www.1-800-222-1222.info

### ALABAMA

Alabama Poison Center

2503 Phoenix Drive

Tuscaloosa, AL 35405

Emergency Phone: (800) 222-1222

Director: John G. Fisher III, PharmD, DABAT, FAACT

Director Phone: (205) 345-0609

Health Educator: Lois Dorough, RN, BSN, CSPI

Health Educator Phone: (205) 345-0609

Regional Poison Control Center

Children's Hospital

1600 7th Avenue South

Birmingham, AL 35233

Emergency Phone: (800) 222-1222

Director: William D. King, RPh, MPH, DrPH

Director Phone: (205) 939-9720

Health Educator: Ann Slattery, RN, RPh, MPH, DABAT, CSPI

Health Educator Phone: (205) 939-9201

### ALASKA

Alaska Poison Control System

Community Health and EMS

Injury Surveillance Prevention Program

P.O. Box 110616

Juneau, AK 99801-0616

Emergency Phone: (907) 465-4170

Educator: Zoann Murphy

Educator Phone: (907) 465-1185

Oregon Poison Center

Oregon Health Sciences University

3181 SW Sam Jackson Park Road, CB550

Portland, OR 97239

Emergency Phone: (800) 222-1222

Director: Sandy Giffin, RN, MS

Director Phone: (503) 494-8600

Health Educators: Tonya Drayden, RN, MS, CSPI;

Lizbeth Ward-Fowler, RN, BSN, CSPI

Health Educator Phones: (503) 494-8600

### ARIZONA

Arizona Poison & Drug Information Center

Arizona Health Sciences Center, Room 1156

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Health Educator: Liz Barta, BSN, CHES

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Banner Poison Control Center

901 East Willetta Street, Room 2701

Phoenix, AZ 85006

Emergency Phone: (800) 222-1222

Directors: Paul Wax, MD; Kathy Waszolek, RN, CSPI

Director Phones: (602) 495-4884; (602) 495-4324

Health Educator: Ann-Marie Krueger, MPH

Health Educator Phone: (602) 239-2345

### ARKANSAS

Arkansas Poison & Drug Information Center

College of Pharmacy

University of Arkansas for Medical Sciences

4301 W. Markham, Mail Slot 522-2

Little Rock, AR 72205

Emergency Phone: (800) 222-1222

TDD/TYY: (800) 641-3805

Director: Howell Foster, PharmD, CSPI

Director Phone: (501) 686-5532

Health Educator: Charlie Stutts

Health Educator Phone: (501) 686-5540

### CALIFORNIA

California Poison Control System - Fresno/Madera Division

Children's Hospital Central California

9300 Valley Children's Place, MB 15

Madera, CA 93638-8762

Emergency Phone: (800) 222-1222

TDD/TYY: (800) 972-3323

Director: Richard J. Geller, MD, MPH, FACMT

Director Phone: (559) 622-2320

California Poison Control System - Sacramento Division

UC Davis Medical Center

2315 Stockton Boulevard

Sacramento, CA 95817

Emergency Phone: (800) 222-1222

TDD/TYY: (800) 972-3323

Director: Judith A. Alsop, PharmD, DABAT

Director Phone: (916) 227-1410

Health Educator: John P. Lamb, PharmD, CSPI

Health Educator Phone: (916) 227-1400

California Poison Control System - San Diego Division

University of California, San Diego, Medical Center

200 West Arbor Drive

San Diego, CA 92103-8925

Emergency Phone: (800) 222-1222

TDD/TYY: (800) 972-3323

Director: F. Lee Cantrell, PharmD, CSPI

Director Phone: (858) 715-6323

California Poison Control System † San Francisco Division

UCSF Box 1369

San Francisco, CA 94143-1369

Emergency Phone: (800) 222-1222

TDD/TYY: (800) 972-3323

Director: Thomas E. Kearney, PharmD, DABAT

Director Phone: (415) 502-6001

Manager: Patricia Hiatt, BS

Manager Phone: (415) 502-6006

**COLORADO**

Rocky Mountain Poison & Drug Center  
777 Bannock Street, Mail Code 018  
Denver, CO 80204-4028  
Emergency Phone: (800) 222-1222  
TDD/TYY: (303) 739-1127  
Director: Richard C. Dart, MD, PhD  
Director Phone: (303) 739-1100  
Managing Director: Kathleen Wruk, RN, MHS  
Managing Director Phone: (303) 739-1100  
Health Educator: Mary Hilko, RN, CSPI  
Health Educator Phone: (303) 739-1247

**CONNECTICUT**

Connecticut Poison Control Center  
University of Connecticut Health Center  
263 Farmington Avenue  
Farmington, CT 06030-5365  
Emergency Phone: (800) 222-1222  
TDD/TTY: (866) 218-5372 (toll-free)  
Director: Bernard Sangalli, MS, DABAT  
Director Phone: (860) 679-4540  
Health Educator: Amy L. Hanoian, MA  
Health Educator Phone: (609) 679-4422

**DELAWARE**

The Poison Control Center  
at The Children's Hospital of Philadelphia  
34<sup>th</sup> & Civic Center Blvd  
Philadelphia, PA 19104  
Emergency Phone: (800) 222-1222  
TDD/TYY: (215) 590-8789  
Director: Matthew J. Land, RPh  
Director Phone: (215) 590-3335  
Clinical Managing Director: Allison Muller, PharmD, CSPI  
Clinical Managing Director Phone: (215) 590-2004  
Health Educator: Margaret Stancavage, RN, CSPI  
Health Educator Phone: (215) 590-2003

**DISTRICT OF COLUMBIA**

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Director: Toby Litovitz, MD, ACMT  
Director Phone: (202) 362-7493  
Health Educator: Rose Ann Soloway, RN, BSN, MSEd, DABAT  
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**FLORIDA**

Florida Poison Information Center - Jacksonville  
655 West Eighth Street  
Jacksonville, FL 32209  
Emergency Phone: (800) 222-1222  
TDD/TYY: (800) 222-1222; (800) 282-3171 (FL only)  
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Director Phone: (904) 244-4465  
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Assistant Director Phone: (904) 244-4465  
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Health Educator Phone: (904) 244-2699

Florida Poison Information Center - Miami  
University of Miami, Dept of Pediatrics  
P.O. Box 016960 (R-131)  
Miami, FL 33101  
Emergency Phone: (800) 222-1222  
Director: Richard S. Weisman, PharmD, DABAT  
Director Phone: (305) 355-4744  
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Florida Poison Information Center - Tampa  
Tampa General Hospital  
P.O. Box 1289  
Tampa, FL 33601  
Emergency Phone: (800) 222-1222  
Director: Vincent Speranza, PharmD, DABAT  
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Health Educators: JoAnn Chambers-Emerson, RN, BSN, CSPI; Judy Toomey  
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**GEORGIA**

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Hughes Spalding Children's Hospital  
Grady Health System  
80 Jesse Hill Jr. Drive, SE, P.O. Box 26066  
Atlanta, GA 30303  
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TDD/TYY: (404) 616-9287 (TDD)  
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Director Phone: (404) 616-9238  
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Director: Richard C. Dart, MD, PhD  
Director Phone: (303) 739-1100  
Managing Director: Kathleen Wruk, RN, MHS  
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Health Educator Phone: (303) 739-1247

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**ILLINOIS**

Illinois Poison Center  
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Chicago, IL 60606  
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Director: Michael Wahl, MD, FACEP  
Director Phone: (312) 906-6176  
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Advocate Illinois Masonic Medical Center  
Community and Health Education  
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Alton Memorial Hospital Education Center  
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Carle Foundation Hospital Education Center  
611 W. Park Street  
Urbana, IL 61801  
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Health Educator Phone: (217) 326-6601

Children's Memorial Hospital  
2300 Children's Plaza  
Box 157  
Chicago, IL 60614  
Health Educator: Dana L. Wiltsek

Freeport Health Network Education Center  
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Freeport, IL 61032  
Health Educator: Melissa Namio  
Health Educator Phone: (815) 599-7436

John H. Stroger, Jr. Hospital of Cook County  
Great Lakes Center for Children's Environmental Health  
SHCC Administration Building  
1900 West Polk Street, Suite 500  
Chicago, IL 60612  
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Health Educator Phone: (312) 864-5526

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Maywood, IL 60153  
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Health Educator Phone: (708) 327-2550

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Carbondale, IL 62902  
Health Educator: Linda Angarola, RN  
Health Educator Phone: (618) 549-0721

Mount Sinai Hospital Poison Prevention Education Center  
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Chicago, IL 60608  
Health Educator: Obdulia Sotelo  
Health Educator Phone: (773) 257-5169

Norwegian American Hospital  
1044 N. Francisco Ave  
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Health Educator: Carmen Negron  
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St. John's Hospital  
Carol Jo Vecchie Women and Children's Center  
800 E. Carpenter Street  
Springfield, IL 62769  
Health Educator: JoAnn Lemaster, MS, CHES  
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**INDIANA**

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Health Educator: Barbara Cole  
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**IOWA**

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Director Phone: (712) 279-3710  
Health Educator: Tammy Noble, RN, BSN, CSPJ  
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Iowa Statewide Poison Control Education Center  
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The University of Iowa Hospitals & Clinics  
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Iowa City, IA 52242  
Health Educator: Mary Ross, RPh, MBA  
Health Educator Phone: (319) 356-1467

**KANSAS**

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TDD/TYY: (913) 588-6639  
Director: Rick Couldry, RPh, MS  
Director Phone: (913) 588-2301  
Managing Director: Jennifer Lowry, MD  
Managing Director Phone: (913) 588-7109  
Health Educator: Carrie Evans  
Health Educator Phone: (913) 588-6638

**KENTUCKY**

Kentucky Regional Poison Center  
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 234 East Gray Street  
 Louisville, KY 40202  
 Emergency Phone: (800) 222-1222  
 Director: Henry A. Spiller, MS, RN, DABAT  
 Director Phone: (502) 629-5326  
 Health Educator: Shea Stephens  
 Health Educator Phone: (502) 629-5428

**LOUISIANA**

Louisiana Drug and Poison  
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 Monroe, LA 71209-6430  
 Emergency Phone: (800) 222-1222  
 Director: Mark Ryan, RPh  
 Director Phone: (318) 342-3648  
 Health Educator: Carolyn C. Lee, RPh, CSPI  
 Health Educator Phone: (318) 342-3648

**MAINE**

Northern New England Poison Center  
 22 Bramhall Street  
 Portland, ME 04102  
 Emergency Phone: (800) 222-1222  
 TDD/TYY: (877) 299-4447 (ME only); (207) 871-2879  
 Director: Karen E. Simone, PharmD, DABAT  
 Director Phone: (207) 842-7221  
 Health Educators: Rebecca Miller, EMT-P; Kelly Cota, RN  
 Health Educator Phones: (207) 842-7224; (802) 847-0888

**MARYLAND**

Maryland Poison Center  
 University of MD at Baltimore, School of Pharmacy  
 20 North Pine Street, PH 772  
 Baltimore, MD 21201  
 Emergency Phone: (800) 222-1222  
 TDD/TYY: (410) 706-1858 (TDD)  
 Director: Bruce D. Anderson, PharmD, DABAT  
 Director Phone: (410) 706-7604  
 Health Educator: Angel Bivens, RPh, MBA, CSPI  
 Health Educator Phone: (410) 706-7604

National Capital Poison Center  
 3201 New Mexico Avenue, NW, Suite 310  
 Washington, DC 20016  
 Emergency Phone: (800) 222-1222  
 TDD/TYY: (800) 222-1222  
 Director: Toby Litovitz, MD, ACMT  
 Director Phone: (202) 362-7493  
 Health Educator: Rose Ann Soloway, RN, BSN, MSEd, DABAT  
 Health Educator Phone: (202) 362-3867

**MASSACHUSETTS**

Regional Center for Poison Control and Prevention Serving Massachusetts  
 and Rhode Island  
 300 Longwood Avenue  
 Boston, MA 02115  
 Emergency Phone: (800) 222-1222  
 TDD/TYY: (888) 244-5313  
 Manager: Avery Rockwell Adam, BA, MS  
 Manager Phone: (617) 355-2227  
 Health Educator: Vilma Rodriguez  
 Health Educator Phone: (402) 222-5954

**MICHIGAN**

Children's Hospital of Michigan  
 Regional Poison Control Center  
 4160 John R Harper Professional Office Bldg, Suite 616  
 Detroit, MI 48201  
 Emergency Phone: (800) 222-1222  
 TDD/TYY: (800) 356-3232 (TDD)  
 Director: Susan Smolinske, PharmD, DABAT  
 Director Phone: (313) 745-5430  
 Health Educator: Jincy John, PharmD  
 Health Educator Phone: (313) 966-2094

DeVos Children's Hospital  
 Regional Poison Center  
 1300 Michigan, NE, Suite 203  
 Grand Rapids, MI 49503  
 Emergency Phone: (800) 222-1222  
 TDD/TTY: (800) 222-1222  
 Director: John H. Trestrail III, RPh, FAACT, DABAT  
 Director Phone: (616) 391-9099  
 Health Educator: Melania English, BSN, RN, CSPI  
 Health Educator Phone: (616) 391-9074

**MINNESOTA**

Hennepin Regional Poison Center  
 Hennepin County Medical Center  
 701 Park Avenue  
 Minneapolis, MN 55415  
 Emergency Phone: (800) 222-1222  
 TDD/TTY: (800) 222-1222  
 Director: Deborah L. Anderson, PharmD  
 Director Phone: (612) 873-2107  
 Health Educator: Steven Setzer, RPh, CSPI  
 Health Educator Phone: (612) 873-5644

**MISSISSIPPI**

Mississippi Regional Poison Control Center  
 University of Mississippi Medical Center  
 2500 N. State Street  
 Jackson, MS 39216  
 Emergency Phone: (800) 222-1222  
 Director: Michael P. Hughes, MCS  
 Director Phone: (601) 815-1440

**MISSOURI**

Missouri Regional Poison Center  
7980 Clayton Rd, Suite 200  
St. Louis, MO 63117  
Emergency Phone: (800) 222-1222  
TDD/TYY: (314) 612-5705  
Director: Michael W. Thompson, BS Pharm  
Director Phone: (314) 612-5710  
Health Educators: Julie Weber, BS Pharm, CSPI, Ivy Tominack  
Health Educator Phones: (314) 612-5715; (314) 772-8300

**MONTANA**

Rocky Mountain Poison & Drug Center  
777 Bannock Street, Mail Code 018  
Denver, CO 80204-4028  
Emergency Phone: (800) 222-1222  
TDD/TYY: (303) 739-1127  
Director: Richard C. Dart, MD, PhD  
Director Phone: (303) 739-1100  
Managing Director: Kathleen Wruk, RN, MHS  
Managing Director Phone: (303) 739-1100  
Health Educator: Mary Hilko, RN, CSPI  
Health Educator Phone: (303) 739-1247

**NEBRASKA**

Nebraska Regional Poison Center  
Children's Hospital  
8401 West Dodge Road, Suite 115  
Omaha, NE 68114  
Emergency Phone: (800) 222-1222  
Director: Kathy Jacobitz, RN, CSPI  
Director Phone: (402) 384-4040  
Health Educators: Joan McVoy, RN, CSPI  
Health Educator Phones: (402) 384-4043

**NEVADA**

Oregon Poison Center  
Oregon Health Sciences University  
3181 SW Sam Jackson Park Road, CB550  
Portland, OR 97201  
Emergency Phone: (800) 222-1222  
Director: Sandy Giffin, RN, MS  
Director Phone: (503) 494-8600  
Health Educators: Tonya Drayden, RN, MS, CSPI;  
Lizbeth Ward-Fowler, RN, BSN, CSPI  
Health Educator Phones: (503) 494-8600

Rocky Mountain Poison & Drug Center  
777 Bannock Street, Mail Code 018  
Denver, CO 80204-4028  
Emergency Phone: (800) 222-1222  
TDD/TYY: (303) 739-1127  
Director: Richard C. Dart, MD, PhD  
Director Phone: (303) 739-1100  
Managing Director: Kathleen Wruk, RN, MHS  
Managing Director Phone: (303) 739-1100  
Health Educator: Mary Hilko, RN, CSPI  
Health Educator Phone: (303) 739-1247

**NEW HAMPSHIRE**

Northern New England Poison Center  
22 Bramhall Street  
Portland, ME 04102  
Emergency Phone: (800) 222-1222  
TDD/TYY: (877) 299-4447 (ME only) (207) 871-2879  
Director: Karen E. Simone, PharmD, DABAT  
Director Phone: (207) 772-4141 ext.2  
Health Educators: Rebecca Miller, EMT-P; Kelly Cota  
Health Educator Phones: (207) 772-4141 ext. 1;  
(802) 847-0888

**NEW JERSEY**

New Jersey Poison Information and Education System  
located at University of Medicine and Dentistry at New Jersey  
65 Bergen Street  
Newark, NJ 07107-3001  
Emergency Phone: (800) 222-1222  
TDD/TYY: (973) 926-8008  
Executive Director: Steven M. Marcus, MD, ABMT  
Executive Director Phone: (973) 972-9280  
Manager: Thelma D. Jennis, RN, BS, MPH  
Manager Phone: (973) 972-9280  
Health Educators: Roberta Swenson, MPH; Olivia Fernandez-Brown, BS; Kathy Ankrach, BS  
Health Educator Phones: (973) 972-9280

**NEW MEXICO**

New Mexico Poison & Drug Info Center  
MSC 09 5080  
1 University of New Mexico  
Albuquerque, NM 87131-0001  
Emergency Phone: (800) 222-1222  
Director: Blaine (Jess) Benson, PharmD, DABAT  
Director Phone: (505) 272-4261  
Associate Director: Leslie A. Jones Easom, BS, RPH  
Associate Director Phone: (505) 272-4261  
Health Educator: Loretta Esquibel  
Health Educator Phone: (505) 272-1364

**NEW YORK**

Central New York Poison Center  
750 East Adams Street  
Syracuse, NY 13210  
Emergency Phone: (800) 222-1222  
Director: Christine Stork, PharmD, DABAT  
Director Phone: (315) 464-5421  
Manager: Michele Caliva, RN, CSPI  
Manager Phone: (315) 464-7073  
Health Educators: Gail Banach, MS; Lee Livermore  
Health Educator Phones: (315) 464-5423; (315) 464-7078

Finger Lakes Regional Poison & Drug  
Information Center  
University of Rochester Medical Center  
601 Elmwood Avenue, Box 321  
Rochester, NY 14642  
Emergency Phone: (800) 222-1222  
TDD/TYY: (585) 273-3854  
Director: John G. Benitez, MD, MPH, FACMT  
Director Phone: (585) 273-4156  
Health Educator: Nancy Warburton, RN, BSN  
Health Educator Phone: (585) 273-4621

Long Island Regional Poison and Drug Information Center  
Winthrop University Hospital  
259 First Street  
Mineola, NY 11501  
Emergency Phone: (800) 222-1222  
TDD/TTY: (516) 924-8811 (TDD Suffolk);  
(516) 747-3323 (TDD Nassau)  
Director: Thomas R. Caraccio, PharmD, RPh, DABAT  
Director Phone: (516) 663-2595  
Health Educator: William Gaffney  
Health Educator Phone: (516) 663-4574  
New York City Poison Control Center  
NYC Bureau of Public Health Labs  
455 First Avenue, Room 123, Box 81  
New York, NY 10016  
Emergency Phone: (800) 222-1222  
TDD/TTY: (212) 689-9014  
Director: Robert Hoffman, MD, FACEP, FAACT, FACMT  
Director Phone: (212) 447-8153  
Managing Dir: Maria Mercurio-Zappala, RPh, MS, CSPI, DABAT  
Managing Dir Phone: (212) 447-8152  
Health Educators: Lauren Schwartz, MPH;  
Mary Ann Howland, PharmD, DABAT  
Health Educator Phones: (212) 447-2599; (212) 447-8151

Western New York Poison Center  
Children's Hospital of Buffalo  
219 Bryant Street  
Buffalo, NY 14222  
Emergency Phone: (800) 222-1222  
Director: Prashant Joshi, MD  
Director Phone: (716) 878-7849

## NORTH CAROLINA

Carolinas Poison Center  
PO Box 32861  
Charlotte, NC 28232  
Emergency Phone: (800) 222-1222  
Director: Marsha Ford, MD, FACEP, FACMT  
Director Phone: (704) 395-3755  
Assistant Director: Anna Rouse, PharmD, DABAT  
Assistant Director Phone: (704) 395-3751  
Health Educator: Caroline Taddei, BS  
Health Educator Phone: (704) 395-3786

## NORTH DAKOTA

Hennepin Regional Poison Center  
Hennepin County Medical Center  
701 Park Avenue  
Minneapolis, MN 55415  
Emergency Phone: (800) 222-1222  
TDD/TTY: (800) 222-1222  
Director: Deborah L. Anderson, PharmD  
Director Phone: (612) 873-2107  
Health Educator: Steven Setzer, RPh, CSPI  
Health Educator Phone: (612) 873-5644

## OHIO

Central Ohio Poison Center  
700 Children's Drive, Room L032  
Columbus, OH 43205  
Emergency Phone: (800) 222-1222  
TDD/TTY: (614) 228-2272 (TTY)  
Director: S. David Baker, PharmD, CSPI, DABAT  
Director Phone: (614) 722-2642  
Health Educators: Amanda Stewart; Erika Roundtree  
Health Educator Phones: (614) 722-2519; (614) 722-2643

Cincinnati Drug & Poison Information Center  
Regional Poison Control System  
3333 Burnet Avenue  
Vernon Place - 3rd Floor  
Cincinnati, OH 45229  
Emergency Phone: (800) 222-1222  
TDD/TTY: (800) 253-7955  
Co-Directors: Earl Siegel, PharmD, CSPI, OCPS;  
Gaylene Tsipis, RPh, MS, CSPI, OCPS  
Co-Director Phones: (513) 636-5053; (513) 636-5054  
Health Educators: Alicia Aumentado, RPh, CSPI; Marsha A. Polk, HPT, OCPS;  
Charles Whitty, BS; Ivy Campbell, LPN student; Nicole Eison, BS; Hanna Eck,  
RN; Rudy Smith, BSEd;  
Alysha Longmire, BS  
Health Educator Phones: (513) 636-5055; (513) 636-5087;  
(513) 636-5063

Greater Cleveland Poison Control Center  
11100 Euclid Avenue, MP 6007  
Cleveland, OH 44106-6010  
Emergency Phone: (800) 222-1222  
Director: Michael D. Reed, PharmD  
Director Phone: (216) 844-3310  
Health Educator: Kathie Wesolowski, RN  
Health Educator Phone: (216) 844-7830

## OKLAHOMA

Oklahoma Poison Control Center  
Children's Hospital at OU Medical Center  
940 N.E. 13th Street, Room 3510  
Oklahoma City, OK 73104  
Emergency Phone: (800) 222-1222  
TDD/TTY: (800) 222-1222  
Managing Director: Lee McGoodwin, RPh, MS, DABAT  
Managing Director Phone: (405) 271-5062  
Health Educator: Tracy McKeown, MPH  
Health Educator Phone: (405) 271-5062

## OREGON

Oregon Poison Center  
Oregon Health Sciences University  
3181 SW Sam Jackson Park Road, CB550  
Portland, OR 97201  
Emergency Phone: (800) 222-1222  
Director: Sandy Giffin, RN, MS  
Director Phone: (503) 494-8600  
Health Educators: Tonya Drayden, RN, MS, CSPI;  
Lizbeth Ward-Fowler, RN, BSN, CSPI  
Health Educator Phones: (503) 494-8600

**PENNSYLVANIA**

Pittsburgh Poison Center  
 Children's Hospital of Pittsburgh  
 3705 Fifth Avenue  
 Pittsburgh, PA 15213  
 Emergency Phone: (800) 222-1222  
 Director: Edward P. Krenzelo, PharmD, FAACT, DABAT  
 Director Phone: (412) 390-3300  
 Health Educator: Rita Mrvos, BSN, CSPI  
 Health Educator Phone: (412) 390-3300

The Poison Control Center  
 at The Children's Hospital of Philadelphia  
 34<sup>th</sup> & Civic Center Blvd  
 Philadelphia, PA 19104  
 Emergency Phone: (800) 222-1222  
 TDD/TYY: (215) 590-8789  
 Director: Matthew J. Land, RPh  
 Director Phone: (215) 590-3335  
 Clinical Managing Director: Allison Muller, PharmD, CSPI  
 Clinical Managing Director Phone: (215) 590-2004  
 Health Educator: Margaret Stancavage, RN, CSPI  
 Health Educator Phone: (215) 590-4848

Bon Secours-Holy Family Hospital Education Department  
 Poison Prevention Education Center  
 2500 Seventh Ave  
 Altoona, PA 16602  
 Health Educator: Christine McCombie  
 Health Educator Phone: (814) 949-4197

**PUERTO RICO**

San Jorge Children's Hospital Poison Center  
 258 Calle San Jorge  
 Santurce, Puerto Rico 00912  
 Emergency Phone: (800) 222-1222  
 Managing Director: Marisol Andino  
 Managing Director Phone: (787) 727-1000  
 Admin. Contact: Andres M. Britt-Larregui, MD, FACEP  
 Admin Contact Phone: (787) 510-6385  
 Health Educator: Elba Hernandez, BSN, RN  
 Health Educator Phone: (787) 726-5660

**RHODE ISLAND**

Regional Center for Poison Control and Prevention Serving Massachusetts  
 and Rhode Island  
 300 Longwood Avenue  
 Boston, MA 02115  
 Emergency Phone: (800) 222-1222  
 TDD/TYY: (888) 244-5313  
 Managing Director: Michele Burns, MD  
 Managing Director Phone: (617) 355-6600  
 Manager: Avery Rockwell Adam, BA, MS  
 Manager Phone: (617) 355-2227  
 Health Educator: Vilma Rodriguez  
 Health Educator Phone: (402) 222-5954

**SOUTH CAROLINA**

Palmetto Poison Center  
 College of Pharmacy  
 University of South Carolina  
 Columbia, SC 29208  
 Emergency Phone: (800) 222-1222  
 Directors: Brooks C. Metts, PharmD; Jill Michels, PharmD  
 Director Phones: (803) 777-7909  
 Health Educator: Jill Michels, PharmD  
 Health Educator Phone: (803) 777-7909

**SOUTH DAKOTA**

Hennepin Regional Poison Center  
 Hennepin County Medical Center  
 701 Park Avenue  
 Minneapolis, MN 55415  
 Emergency Phone: (800) 222-1222  
 TDD/TYY: (800) 222-1222  
 Director: Deborah L. Anderson, PharmD  
 Director Phone: (612) 873-2107  
 Health Educator: Steven Setzer, RPh, CSPI  
 Health Educator Phone: (612) 873-5644

Sioux Valley Poison Control Education Center  
 1100 South Euclid Avenue, Box 5039  
 Sioux Falls, SD 57117-5039  
 Director: Mike Duncan, PharmD  
 Director Phone: (605) 333-6531  
 Health Educators: David Boer, MBA, NREMT-P; Kay Santema, RN; Gary Karel,  
 RPh; Nikki Terveer  
 Health Educator Phones: (605) 339-3438; (605) 333-6638

**TENNESSEE**

Tennessee Poison Center  
 501 Oxford House  
 1161 21st Avenue South  
 Nashville, TN 37232-4632  
 Emergency Phone: (800) 222-1222  
 TDD/TYY: (615) 936-2047  
 Director: Kim Barker, PharmD, CSPI  
 Director Phone: (615) 936-0760  
 Health Educators: Josephine Darwin; W. Bradley Hawkins, MS  
 Health Educator Phones: (615) 936-0760

**TEXAS**

Central Texas Poison Center  
 Scott and White Memorial Hospital  
 2401 South 31st Street  
 Temple, TX 76508  
 Emergency Phone: (800) 222-1222  
 TDD/TTY: (800) 222-1222  
 Director: Douglas J. Borys, RPh, ABAT  
 Director Phone: (254) 724-7409  
 Health Educator: Carolyn Insall, MS, MT (ASCP) DLM  
 Health Educator Phone: (254) 724-7404

North Texas Poison Center  
 at Parkland Memorial Hospital  
 5201 Harry Hines Blvd.  
 Dallas, TX 75235  
 Emergency Phone: (800) 222-1222  
 Associate Directors: Les Huddleston, RPh, CSPI;  
 Rebecca Gracia, PharmD  
 Associate Director Phones: (214) 589-0912; (214) 589-0911  
 Health Educators: Mike Yudzky, BS, EMT-P; Paige Griesemer  
 Health Educator Phones: (214) 589-0915; (214) 589-0917

South Texas Poison Center  
 The Univ of Texas Health Science Ctr - San Antonio  
 Department of Surgery, Mail Code 7849  
 7703 Floyd Curl Drive  
 San Antonio, TX 78229-3900  
 Emergency Phone: (800) 222-1222  
 TDD/TTY: (800) 222-1222  
 Health Educator: Virginia Barrera-Garcia, MS  
 Health Educator Phone: (956) 365-8706

Southeast Texas Poison Center  
 The University of Texas Medical Branch  
 3.112 Trauma Building  
 Galveston, TX 77555-1175  
 Emergency Phone: (800) 222-1222  
 TDD/TTY: (800) 222-1222  
 Director: Jon Thompson, MS, DABAT  
 Director Phone: (409) 766-4403  
 Health Educator: Jennifer Bundens, MPH  
 Health Educator Phone: (409) 766-4401

Texas Panhandle Poison Center  
 1501 S. Coulter  
 Amarillo, TX 79106  
 Emergency Phone: (800) 222-1222  
 Director: Shu Shum, MD, FAAP, FACMT  
 Director Phone: (806) 354-1632  
 Managing Director: Jeanie Jaramillo, PharmD  
 Managing Director Phone: (806) 354-1611  
 Health Educator: Ronica Farrar, EMT-P  
 Health Educator Phone: (806) 354-1630

West Texas Regional Poison Center  
 Thomason Hospital  
 4815 Alameda Avenue  
 El Paso, TX 79905  
 Emergency Phone: (800) 222-1222  
 TDD/TTY: (800) 222-1222  
 Director: Leo Artalejo III, RPh  
 Director Phone: (915) 534-3801  
 Health Educator: Emilio Saenz  
 Health Educator Phone: (915) 534-3802

**UTAH**

Utah Poison Control Center  
 585 Komas Drive, Suite 200  
 Salt Lake City, UT 84108  
 Emergency Phone: (800) 222-1222  
 Director: Barbara Insley Crouch, PharmD, MSPH  
 Director Phone: (801) 587-0605  
 Health Educator: Marty Malheiro, MS, CHES  
 Health Educator Phone: (801) 587-0603

**VERMONT**

Northern New England Poison Center  
 22 Bramhall Street  
 Portland, ME 04102  
 Emergency Phone: (800) 222-1222  
 TDD/TTY: (877) 299-4447 (ME only) (207) 871-2879  
 Director: Karen E. Simone, PharmD, DABAT  
 Director Phone: (207) 772-4141 ext.2  
 Health Educators: Rebecca Miller, EMT-P; Kelly Cota  
 Health Educator Phones: (207) 772-4141 ext. 1;  
 (802) 847-0888

**VIRGINIA**

Blue Ridge Poison Center  
 University of Virginia Health System  
 PO Box 800774  
 Charlottesville, VA 22908-0774  
 Emergency Phone: (800) 222-1222  
 Director: Christopher Holstege, MD, ACMT  
 Director Phone: (434) 924-0347  
 Health Educator: Sue Kell, BSEd, CSPI  
 Health Educator Phone: (434) 982-3158

National Capital Poison Center  
 3201 New Mexico Avenue, NW, Suite 310  
 Washington, DC 20016  
 Emergency Phone: (800) 222-1222  
 TDD/TTY: (800) 222-1222  
 Director: Toby Litovitz, MD, ACMT  
 Director Phone: (202) 362-7493  
 Health Educator: Rose Ann Soloway, RN, BSN, MEd, DABAT  
 Health Educator Phone: (202) 362-3867

Virginia Poison Center  
 Medical College of Virginia Hospitals  
 Virginia Commonwealth University Health System  
 P.O. Box 980522  
 Richmond, VA 23298-0522  
 Emergency Phone: (800) 222-1222  
 Director: S. Rutherford Rose, PharmD, DABAT, FAACT  
 Director Phone: (804) 628-3466  
 Health Educator: Evelyn Waring, RN, CSPI  
 Health Educator Phone: (804) 628-3468

**WASHINGTON**

Washington Poison Center  
 155 NE 100th Street, Suite 400  
 Seattle, WA 98125-8011  
 Emergency Phone: (800) 222-1222  
 TDD/TYY: (206) 517-2394 (TDD);  
 (800) 572-0638 (TDD WA only)  
 Director: Stephen Bobbink, RPh, BPharm  
 Director Phone: (206) 517-2351  
 Health Educator: Kerrilynn Booth, MS, CHES  
 Health Educator Phone: (206) 517-2350

Poison Prevention Education Center @ CHER  
 South 157 Howard, Suite 500  
 Spokane, WA 99201  
 Health Educator: Susan Jackman, RN  
 Health Educator Phone: (509) 232-8143

**WEST VIRGINIA**

West Virginia Poison Center  
 3110 MacCorkle Ave, S.E.  
 Charleston, WV 25304  
 Emergency Phone: (800) 222-1222  
 TDD/TYY: (800) 222-1222  
 Director: Elizabeth Scharman, PharmD, DABAT, BCPS, FAAC  
 Director Phone: (304) 347-1212  
 Health Educator: Hallie Chillag Dunlap, MS  
 Health Educator Phone: (304) 347-1379

**WISCONSIN**

Children's Hospital of Wisconsin Poison Center  
 PO Box 1997, Mail Station 677A  
 Milwaukee, WI 53201-1997  
 Emergency Phone: (800) 222-1222  
 TDD/TYY: (414) 266-2542  
 Director: Ernest Stremski, MD, MBA  
 Director Phone: (414) 266-2062  
 Health Educators: Anna Travis, RN, BSN; Cathy Smith, CSPI  
 Health Educator Phones: (414) 266-3816; (414) 266-2630

University of Wisconsin Hospital & Clinics  
 Poison Prevention & Education Center  
 600 Highland Avenue, F6/133-1530  
 Madison, WI 53792  
 Health Educator: Donna Lotzer, RPh, CSPI  
 Health Educator Phone: (608) 265-8160

**WYOMING**

Nebraska Regional Poison Center  
 Children's Hospital  
 8401 West Dodge Road, Suite 115  
 Omaha, NE 68114  
 Emergency Phone: (800) 222-1222  
 Director: Kathy Jacobitz, RN, CSPI  
 Director Phone: (402) 384-4040  
 Health Educators: Joan McVoy, RN, CSPI;  
 Health Educator Phones: (402) 384-4043

**ANIMAL POISON CONTROL CENTER**

ASPCA  
 Animal Poison Control Center  
 1717 South Philo Road, Suite 36  
 Urbana, IL 61802  
 Director: Steven Hansen, DVM, MS, DABVT, DABT  
 Director Phone: (217) 337-5030

**INDUSTRY POISON CENTER**

PROSAR International Poison Center  
 1295 Bandana Boulevard, Suite 335  
 St. Paul, MN 55108  
 Director: Ann Claridge  
 Director Phone: (651) 917-6100  
 Health Educator: Joele Richardson, RPh, CSPI  
 Health Educator Phone: (651) 917-6100 ext. 147

Here are some examples of the news coverage for  
NATIONAL POISON PREVENTION WEEK:

**Associated Press (National)**

Tuesday, March 15, 2005

*Household items behind nearly all children's hospital visits for poisoning*

**DATELINE: WASHINGTON** -- Accidental poisoning sends children to emergency rooms about every seven minutes, nearly always because they got their hands on readily available household products.

About 78,000 children under 5 visited hospital emergency rooms in 2003 with poisoning scares, compared with an estimated 86,000 in 1994, the Consumer Product Safety Commission reported Tuesday.

Poisoning kills about 30 children each year, down from more than 100 three decades ago, a decline attributed to consumer education, more child-resistant packaging and a nationwide poison hot line.

More than nine out of 10 suspected poisonings happen at home, and the culprit usually is a common household product, such as mouthwash, baby oil, cleaning items and over-the-counter pain relievers, the CPSC said.

Poison control centers received 1.2 million calls in 2003 about suspected poisoning of children under 6, according to the American Association of Poison Control Centers. More than 13 percent of calls involved cosmetics and personal care products, while cleaning substances followed with nearly 10 percent.

The government offered these tips in advance of National Poison Prevention Week, which begins Sunday:

- Call the 24-hour poison center hot line at 800-222-1222 any time poisoning is suspected.
- Keep harmful products and medicines out of children's reach, and keep children in sight when the products are in use.
- Store items in their original containers.
- Properly use child-resistant packaging.

CBS Early Show

Wednesday, March 16, 2005

*Preventing Poisonings At Home*

In 2003, 78,000 children under 5-years-old - or one every seven minutes - visited U.S. hospital emergency rooms for unintentional poisonings. And most of those accidents were caused by items you may well have around your home, according to federal officials.

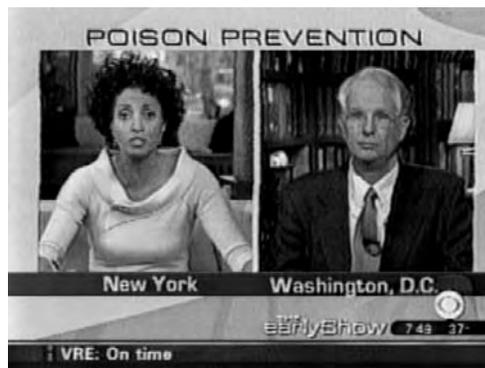
There are some easy steps you can take to try to ensure your family doesn't fall victim to such incidents, and they were spelled out on The Early Show Wednesday by Hal Stratton, the chairman of the Consumer Product Safety Commission Chairman.

"It's a huge problem," Stratton tells co-anchor Rene Syler, "and you know, you think about that number going to the hospital each year and kind of it's unfathomable for a parent to even put themselves in that situation, but it does happen. And 78,000 emergency room visits is way too many."

Some 30 children die every year due to accidental poisonings, and approximately 1 million phone calls are placed to poison control centers annually by adults seeking help when children have swallowed something harmful.

Among the potentially toxic household products involved with calls to poison centers were:

- Personal care products, including baby oil and mouthwash containing ethanol
- Cleaning substances, including drain openers and oven cleaners
- Prescription and over-the-counter pain relievers -- including ibuprofen, acetaminophen, and aspirin -- and cough and cold medicines
- Hydrocarbons, such as lamp oil and furniture polish
- Adult-strength vitamins and supplements containing iron.

*Stratton's Tips To Prevent Child Poisonings*

Keep all household products and medicines locked up and out of a child's reach: "That's the only way you're going to be assured they're not going to get to them," Stratton points out.

Use child-resistant packaging: "Many times, for instance, with medicines, senior citizens will take them out and put them in a container that's easier to access than the child-resistant package. And you don't want to do that, and if you do do that, you want to make sure it's locked out of the reach of kids," Stratton urges.

Call 1-800-222-1222 immediately in case of poisoning. It's now the same "800" number nationwide, Stratton notes.

When products are in use, keep children in your sight. Keep items in original containers.

## NEWS from CPSC

### U.S. Consumer Product Safety Commission

Office of Information and Public Affairs

Washington, DC 20207

FOR IMMEDIATE RELEASE  
March 15, 2005  
Release # 05-136

CPSC Consumer Hotline: (800) 638-2772  
CPSC Media Contact: (301) 504-7800

#### **National Poison Prevention Week Warns: Most Child Poisonings Result from Common Household Products Every 7 minutes, a child arrives at an emergency room due to a suspected poisoning**

WASHINGTON, D.C. – About 78,000 children under five years old visited U.S. hospital emergency rooms due to unintentional poisonings in 2003 – about one every seven minutes, the U.S. Consumer Product Safety Commission (CPSC) reported today. Most of these poisonings included products commonly found in the home.

The data were released today by CPSC, the National Poison Prevention Week Council, and the American Association of Poison Control Centers (AAPCC) at a news conference to kick-off National Poison Prevention Week. CPSC Chairman Hal Stratton said that more than 9 of every 10 suspected poison exposures occur at home with readily-available household products. About 30 children die from poisonings each year, down from 450 in the 1960s.

"While our nation has made great progress in reducing poison-related fatalities, we must build on our commitment to protect children from unintentional poisonings," urged Stratton.

Parents can do their part, he noted, by keeping harmful products and medicines out of children's reach, storing items in their original containers, and properly using child-resistant packaging.

According to AAPCC, poison centers nationwide received more than one million calls about poison exposures involving children five years and younger in 2003. Among the potentially toxic household products involved with calls to the poison centers were:

- Personal care products, including baby oil and mouthwash containing ethanol;
- Cleaning substances, including drain openers and oven cleaners;
- Over-the-counter pain relievers – including ibuprofen, acetaminophen, and aspirin – and cough and cold medicines;
- Hydrocarbons, such as lamp oil and furniture polish; and
- Adult-strength vitamins and supplements containing iron.

Rose Ann Soloway, chair of the Poison Prevention Week Council, noted that when repackaged at home in non-child-resistant containers, medicines and potentially hazardous household products become even more accessible and dangerous for young children.

"Grandparents who keep their prescription drugs in non-child-resistant pill boxes should be especially aware of this risk," said Soloway. "Child-resistant packaging doesn't work if it's not used properly."

Many poisoning incidents occur while the products are in use and a parent or caregiver steps away or is distracted for a moment. Children can get hold of a product and swallow it during the short time it takes to answer a phone call or doorbell.

"The alarming number of poison center calls and emergency department visits proves that children act fast, and so do poisons," said Kathy Wruk, president of AAPCC. "Parents must act fast as well. If your child swallows or handles a potentially dangerous product, immediately call the poison center hotline at 1-800-222-1222. Your call will be answered by experts at your local poison center."

To get a free packet of poison prevention publications, write to "Poison Prevention Packet," CPSC, Washington, DC 20207, or visit [www.poisonprevention.org](http://www.poisonprevention.org). For additional information about poison prevention and poison centers, visit [www.1-800-222-1222.info](http://www.1-800-222-1222.info).

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Send the link for this page to a friend! The U.S. Consumer Product Safety Commission is charged with protecting the public from unreasonable risks of serious injury or death from more than 15,000 types of consumer products under the agency's jurisdiction. Deaths, injuries and property damage from consumer product incidents cost the nation more than \$700 billion annually. The CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard or can injure children. The CPSC's work to ensure the safety of consumer products - such as toys, cribs, power tools, cigarette lighters, and household chemicals - contributed significantly to the 30 percent decline in the rate of deaths and injuries associated with consumer products over the past 30 years.

To report a dangerous product or a product-related injury, call CPSC's hotline at (800) 638-2772 or CPSC's teletypewriter at (800) 638-6270, or visit CPSC's web site at [www.cpsc.gov/talk.html](http://www.cpsc.gov/talk.html). To join a CPSC email subscription list, please go to [www.cpsc.gov/cpsclist.asp](http://www.cpsc.gov/cpsclist.asp). Consumers can obtain this release and recall information at CPSC's Web site at [www.cpsc.gov](http://www.cpsc.gov).

**U.S. Consumer Product Safety Commission** distributed a news release and conducted television, print and radio interviews in both English and Spanish. The Commission hosted the news conference for National Poison Prevention Week. A staff member from the U.S. Consumer Product Safety Commission serves as "Secretary" of the Poison Prevention Week Council.

## Noticias de la CPSC

### Comisión para la Seguridad de los Productos de Consumo de los Estados Unidos

Oficina de Información y Asuntos Públicos

Washington, DC 20207

Para Publicación  
Inmediata  
15 de marzo de 2005  
Publicación # 05-136

Contacto en la CPSC para los Medios de Comunicación: Carla Coolman, (301) 504-7054

### La Semana Nacional de Prevención de Envenenamientos Advierte: La Mayor Parte de los Envenenamientos de Niños son Causados por Productos para el Hogar de Uso Común Cada 7 minutos llega un niño a una sala de emergencias debido a sospechas de envenenamiento

WASHINGTON, D.C.- Unos 78,000 niños menores de cinco años de edad llegaron a las salas de emergencias de hospitales de Estados Unidos debido a envenenamientos accidentales en 2003 - aproximadamente uno cada siete minutos, dio a conocer hoy la Comisión para la Seguridad de los Productos de Consumo de los Estados Unidos (CPSC). La mayor parte de estos envenenamientos incluyeron productos que se encuentran comúnmente en el hogar.

Los datos fueron dados a conocer hoy por la CPSC, el Consejo de la Semana Nacional de Prevención de Envenenamientos (National Poison Prevention Week Council, por su nombre en inglés), y la Asociación Estadounidense de Centros de Control de Envenenamientos (American Association of Poison Control Centers, AAPCC, por su nombre y siglas en inglés) en una conferencia de prensa para iniciar la Semana Nacional de Prevención de Envenenamientos (National Poison Prevention Week). Hal Stratton, presidente de la CPSC dijo que más de 9 de cada 10 exposiciones a presuntos envenenamientos ocurren en el hogar con productos para el hogar que se consiguen fácilmente. Unos 30 niños mueren cada año debido a envenenamiento, una reducción con respecto a los 450 de la década de los 60s.

"Aunque nuestro país ha hecho grandes progresos en la reducción de fallecimientos relacionados con venenos, debemos tomar como base nuestro compromiso para proteger a los niños contra envenenamientos accidentales", exhortó Stratton.

El Presidente Stratton señaló que los padres pueden poner de su parte manteniendo medicinas y productos peligrosos fuera del alcance de los niños, guardando los artículos en sus envases originales y utilizando adecuadamente envases a prueba de niños.

De acuerdo con la AAPCC, en el año 2003 los centros de control de envenenamientos de todo el país recibieron más de un millón de llamadas acerca de exposiciones a venenos involucrando a niños de cinco años y menores. Entre los productos para el hogar potencialmente tóxicos involucrados en las llamadas a los centros de control de envenenamientos estuvieron:

- Productos de higiene personal, incluyendo aceites para bebés y enjuagues bucales que contienen etanol;
- Sustancias limpiadoras, incluyendo limpiadores de drenajes y limpiadores de hornos;
- Medicamentos para aliviar dolores que se venden sin receta -- incluyendo ibuprofén, acetaminofén, y aspirina - y medicinas para la tos y los resfriados;
- Hidrocarburos, como aceite para lámparas y pulimentos para muebles; y
- Vitaminas y suplementos fortalecedores para adultos que contienen hierro.

Rose Ann Soloway, presidenta del Consejo de la Semana de Prevención de Envenenamientos, observó que cuando las medicinas y los productos para el hogar potencialmente peligrosos se reenvasan en el hogar, en envases que no son a prueba de niños, representan mayor acceso y peligro para los niños pequeños.

"Los abuelos que mantienen sus medicinas por receta en cajas para píldoras que no son a prueba de niños deben estar especialmente conscientes de este riesgo", dijo Soloway. "Los envases a prueba de niños no funcionan si no se utilizan adecuadamente".

Muchos incidentes de envenenamientos ocurren mientras se están utilizando los productos y un padre o la persona cuidando al niño se aleja o se distrae por un momento. Los niños pueden apoderarse de un producto y tragárselo durante el poco tiempo que se tarda en responder una llamada telefónica o el timbre de la puerta.

"La cantidad alarmante de llamadas a los centros de control de envenenamientos y de visitas a los departamentos de urgencia es prueba de que los niños actúan rápido, y también los venenos", dijo Kathy Wruk, presidenta de la AAPCC. "Los padres también deben actuar rápidamente. Si su hijo ingiere o manipula un producto potencialmente peligroso, llame inmediatamente a la línea de asistencia del centro de control de envenenamientos al 1-800-222-1222. Su llamada será respondida por expertos en su centro de control de envenenamientos más cercano".

Para obtener un paquete gratis con las publicaciones sobre la prevención de envenenamientos, escriba a "Poison Prevention Packet," CPSC, Washington, D.C. 20207, o visite [www.poisonprevention.org](http://www.poisonprevention.org). Para información adicional sobre la prevención de envenenamientos y los centros de control de envenenamientos, visite [www.1-800-222-1222.info](http://www.1-800-222-1222.info).

\* Se dispone de entrevistas en español para los medios de comunicación llamando a Carla Coolman al (301) 504-7054.

La Comisión para la Seguridad de los Productos de Consumo de los Estados Unidos protege al público de riesgos de muerte o de sufrir lesiones serias causados por 15,000 tipos de productos de consumo que están bajo la jurisdicción de la agencia. Las muertes, las lesiones y los daños a la propiedad por incidentes con productos para consumidores representan un costo para la nación superior a \$700,000 millones anuales. La CPSC está comprometida a proteger a los consumidores y a sus familias de productos que impliquen riesgos de incendio, o riesgos de índole eléctrica, química o mecánica o que puedan lesionar a los niños. El trabajo de la CPSC para garantizar la seguridad de los productos de consumo --tales como juguetes, cunas, herramientas eléctricas, encendedores y productos químicos para uso doméstico-- contribuyó en forma significativa a la disminución de 30% en la tasa de mortandad y de lesiones asociadas con productos de consumo durante los últimos 30 años.

Para reportar un producto peligroso o una lesión ocurrida a causa de un producto de consumo, llame a la línea de urgencia gratuita de la CPSC al 800-638-2772, mande un teletexto al número (TTY) 800-638-8270 o visite la página Web de la CPSC [www.cpsc.gov/talk.html](http://www.cpsc.gov/talk.html). Los consumidores pueden obtener una copia de este comunicado e información sobre las retiradas del mercado en la página Web de la CPSC [www.cpsc.gov](http://www.cpsc.gov).

**American Association of Poison Control Centers (AAPCC)** The American Association of Poison Control Centers (AAPCC) provided all member poison centers with planning materials for National Poison Prevention Week. (Individual poison center activities will be noted throughout this Annual Report.) The AAPCC President, Kathleen M. Wruk, promoted poison prevention by participating in the annual press conference. The Poison Prevention Week Council Chair, Rose Ann Soloway, was a representative of the AAPCC.



**U.S. Environmental Protection Agency** raised environmental awareness among Hispanics about the dangers of pesticide exposure, the U.S. Environmental Protection Agency's Office of Pesticide Programs has been participating in a series of media interviews in key markets to reach a larger segment of the Hispanic community, such as Despierta America, Univision, El Nuevo Herald, and Vista Magazine.



**Poisoning Deaths to Children under 5 years old from 1972 through 2002**

Year	Fatalities	Percent Decrease since 1972
1972	216	—
1973	149	31%
1974	135	38%
1975	114	47%
1976	105	51%
1977	94	56%
1978	81	63%
1979	78	64%
1980	73	66%
1981	55	75%
1982	67	69%
1983	55	75%
1984	64	70%
1985	56	74%
1986	59	73%
1987	31	86%
1988	42	81%
1989	55	75%
1990	49	77%
1991	62	71%
1992	42	81%
1993	50	77%
1994	34	84%
1995	29	87%
1996	47	78%
1997	22	90%
1998	26	88%
1999	29	87%
2000	28	87%
2001	31	86%
2002	42	81%

Source: National Center for Health Statistics mortality files.

## State and Local Activities

### ARIZONA

The Banner Poison Control Center (BPCC) held its 4<sup>th</sup> Critter Conference to mark the start of Poison Prevention Week. Sixty-two attendees who in some way teach about venomous and poisonous critters of the Sonoran Desert gathered together to update the content of their education programs, including interesting new information about Gila monsters. Two organizations worked with the BPCC to spread the word about Poison Prevention Week and poison prevention. Cigna Health Plan of Arizona's pharmacists presented information to elementary schools and Head Start Programs in Maricopa County. Midwestern University pharmacy students gave presentations to preschool programs and for the first time in senior citizen enclaves. These efforts plus 18 media stories made Poison Prevention Week a success at the Banner Poison Control Center.

### ARKANSAS

During National Poison Prevention Week, the University of Arkansas for Medical Sciences (UAMS) Arkansas Poison Control Center distributed poison prevention stickers, magnets and informational brochures. PSA's began running on local radio stations within the state. The UAMS College of Pharmacy, Arkansas Poison Control Center's public health educator delivered an age-appropriate poison education presentation to a large group of HeadStart children whom resided in on of the most disparate, low-income region of the state. The children enjoyed the use of puppets and the Spike video produced to educate them the importance of staying away from poisons. Mass mailing of poison prevention materials were sent to 4,600 licensed child care centers. The UAMS College of Pharmacy, Arkansas Poison Control Center Public Health Educator was interviewed by a local news affiliate. The UAMS College of Pharmacy, Arkansas Poison Control Center also partnered with Veteran's Administration Pharmacy residents to provide a series of poison education lectures to grade school children within and outside of the greater Little Rock, Arkansas area.

### CALIFORNIA

The California Poison Control System (CPCS) Health Education and Outreach Program applied its centrally coordinated, locally based strategy focused on reaching at-risk and underserved parents to National Poison Prevention Week 2005. A press release was distributed via newswire to 250 California media outlets along with customized pitch letters to major media markets.

A color product catalogue designed to solicit orders for education materials and participation in NPPW was mailed to over 500 entities including all Safe Kids Coalitions, Hospital Emergency Department Nurse-Managers, and Family Resource Centers. Local activities were largely focused in Southern California, including Los Angeles County, the state's most populated and diverse area with nearly 9 million residents, the largest populations of young children, and highest birth rate. All 11 contracted community-based organization, represented by nearly 100 community health workers and promotoras, held local events to disseminate the CPCS message and distribute materials. Additionally, we partnered with the USC School of Pharmacy to train 200 pharmacy students. Students then conducted poison prevention activities in 25 classrooms in East L.A., reaching approximately 675 students and 80 parent educators from target elementary schools. The L.A. Unified School District Kindergarten Parent Educator Program also implemented a CPCS poison prevention curriculum for kindergarten parents throughout the district. The Children's Initiative Poison Prevention Outreach project, now in its second year, trained 50 children and 25 adolescents on poison proofing the home. Participants then went door-to-door in their neighborhoods, conducting outreach in their communities. Other activities included presentations at the Injury Prevention Summit in Palm Springs and a specialized training of all 400 L.A. County Public Health Nurses, who now use CPCS teaching tools and materials.

## COLORADO

Rocky Mountain Poison and Drug Center (Denver) partnered with King Soopers, City Market, Sam's Club and Kaiser Permanente Pharmacies for a state-wide poison prevention education program during National Poison Prevention Week. Each pharmacy was provided with posters in Spanish and English for display. Magnets, stickers and family activity coloring books were distributed at more than 159 pharmacies throughout Colorado. Poison center staff with children and grandchildren in grades K-2 delivered the Spike's Poison Prevention Adventure Video along with family activity coloring activity books, magnets and Easter Poison Safety Sheets to their individual classrooms. The "Be Smart, Keep Kids and Poisons Apart" Poison safety class was presented to thirty members of the Adams County Day Care Association. Each attendee was provided with the Spike's Poison Prevention Adventure Video and enough poison safety guides, magnets and stickers for distribution to their respective clientele. A public service announcement regarding National Poison Prevention Week including poison prevention safety tips resulted in two TV spots, one radio spot and four newspaper articles.

## CONNECTICUT

The Connecticut Poison Control Center (CPCC) at the University of Connecticut Health Center (Farmington) kicked off National Poison Prevention Week with a media campaign. Public service announcements were broadcast on NBC-TV Channel 30, Fairfield Cablevision, and Univision during two weeks in March. Several articles were published in local papers and the community education specialist was interviewed live on NBC 30. New education web pages were launched (<http://poisoncontrol.uchc.edu>). Mascot Lenny Lendahand, the "funky monkey", guides kids through games, mazes, and coloring activities to learn about poisons. University of Connecticut School of Pharmacy students were instructed on how to teach poison prevention. Students gave informational sessions at community pharmacies throughout the state during March. Students also received a

lecture, training, and bulk materials to hand out during their individual presentations. Mailings were sent to first responders, school nurses, and childcare providers. Each group received letters and tailored educational materials. The responses to the mailings have been an overwhelming success. In addition, poison center staffers gave presentations, distributed materials, and coordinated displays at several hospitals and pharmacies.

The Norwalk Hospital Injury Prevention Program kicked off Poison Prevention Week at the "Kids Festival," a local event that attracted over 3,000 people this year. In conjunction with the Norwalk Hospital Paramedics Ambulance, a display was set up that included poison prevention information and an interactive "poisoning by mistaken identity" buzz board game. Packets of information, that included a Poison Prevention Guide, "Poison Help" stickers, magnets and informational brochures, were distributed to families. The Connecticut Poison Control Center generously assisted with promotion by supplying many of the items distributed. EMS personnel were on hand promoting and discussing poison prevention awareness. The week continued with a hospital lobby display for staff and visitors. At the end of the week over 400 Poison Prevention packets had been distributed.



**HAWAII**

The Hawaii Poison Hotline in Honolulu collaborated with the community in a statewide observance of NPPW 2005 to educate the public and medical professionals. They distributed a total of 60,000 poison prevention materials to pharmacies, hospital pediatric clinics and health departments statewide. The Honolulu Advertiser (one of two local newspapers) ran full page ads promoting NPPW.

**MARYLAND**

The Maryland Poison Center was joined by Maryland Governor, Robert Ehrlich's, wife Nancy to present a poison prevention lesson for 40 kindergarteners in a Baltimore City school. A poster contest was co-sponsored with SAFEKIDS Carroll County in seven county elementary schools. The grand prize winner's poster was made into a poster that will be used throughout the state to promote poison prevention. "Spike's Poison Prevention Adventure" video was sent to all Injury Prevention Coordinators at local

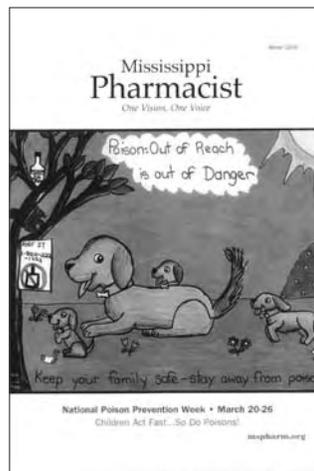
health departments. Posters and magnets were mailed to all Emergency Departments. Poison Help neon green silicone wrist bands were released to increase awareness of the poison center telephone number. Thousands of pieces of educational brochures, stickers, magnets and posters were mailed to various organizations sponsoring Poison Prevention Week displays. A proclamation noting Poison Prevention Week 2005 was made by Governor Ehrlich.



**MISSISSIPPI**

The Mississippi Regional Poison Control Center at the University of Mississippi Medical Center conducted presentations and distributed thousands of phone stickers and brochures to health professionals and the general public across the state. The Mississippi Pharmacist publication used the national poster as its front cover and NatureFest 2005 at the Natural Science Museum highlighted poison prevention with displays and literature. Organizations work-

ing with the Mississippi Regional Poison Control Center to make National Poison Prevention Week 2005 a success were SafeKids, Citizens Against Needless Deaths in Youths (CANDY), the Cooperative Extension Service, Junior League of Jackson, Head Start, and the Mississippi State Department of Health.



## MISSOURI

The Missouri Regional Poison Center at Cardinal Glennon Children's Hospital in St. Louis sponsored our 16th annual Poison Prevention Week Poster contest. The contest was open to all kindergarten through third grade students in elementary schools in St. Louis and surrounding counties. This year's winner is a third grader from Griffith Elementary School in Ferguson. He received a pizza party for his class from Pointer's Pizza, a Missouri Poison Center t-shirt, a family membership to The Magic House St. Louis Children's Museum, and a family membership to the St. Louis Science Center. The winning poster and several others, along with poison prevention materials were displayed at The Science Center throughout Poison Prevention Week. In addition, the Poison Center Public Educator set-up a 'Look-Alike' display at the St. Louis Science Center and was available for questions. This year all Missouri elementary schools were offered a free "Spike's Poison Prevention Adventure" video. The Poison Center distributed thousands of poison prevention materials throughout Missouri, including a poster that showed the winning drawing from 2004's poster contest on one side, and the annual report for the Poison Center on the reverse side. Children's Mercy Medical Center in Kansas City, sent daily e-mails to the hospital employees, had a poison 'Look-Alike' display for the public and staff and distributed Poison Help stickers. Many other hospitals throughout Missouri also distributed materials.



## NEBRASKA

The Nebraska Regional Poison Center which is sponsored by The Nebraska Medical Center, Creighton University Medical Center, University of Nebraska Medical Center teamed up with the Omaha National Safety Council and the Tri-Cities Safe Kids Chapter and the St. Francis Medical Center Foundation to run a very successful poster contest. The posters were so good we had a tie. A mailing to all Kindergarten and First Grade teachers offering them poison prevention packets brought our biggest response to date. Many presentation and health fairs were done that week. A proclamation from the Governor, press release and multiple media interviews were done that week.



## NEVADA

Sunrise Hospital & Medical Center and Sunrise Children's Hospital (Las Vegas) pharmacy students participated in advocating poison prevention to the public. During poison prevention week, a poison prevention and treatment information table was displayed in the hospital's lobby for visitors and employees. Information pamphlets, poison control number phone stickers, and poison prevention coloring books were distributed to the public. Displays of medication look alike products, products that are available for childproofing the home and poison prevention videos were also presented. Also, a community outreach program was presented. Pharmacists and pharmacy students offered a poison prevention educational presentation to approximately 120 first graders and a local elementary school.



## NEW HAMPSHIRE

The Northern New England Poison Center promoted National Poison Prevention Week by distributing safety materials to pharmacists and pediatricians offices. A press release was issued and PSAs were sent to radio stations, resulting in interviews.

## NEW JERSEY

New Jersey Poison Information and Education System's (NJPIES) sent approximately 15,000 poison education packets to NJ legislators, freeholders, health officers, hospital departments such as emergency departments, public affairs offices, pharmacies, administration departments, nursing departments and pediatric departments. In addition, packets were also sent to local media in New Jersey, childcare facilities, emergency and fire squads, school nurses, teachers, public libraries and other organizations in New Jersey. The packets included various materials designed to enable individuals to promote poison control center awareness, as well as prevention behaviors in their communities. The staff of NJPIES also conducted community outreach programs for elementary school students and their parents, childcare providers, expectant mothers, health care professionals and senior citizens on how to minimize the risk involved with unintentional poisonings. In observance of National Poison Prevention Week, the New Jersey Poison Information



and Education System held its annual fourth grade poster contest. There were over 900 entries from various schools across the Garden State! In addition, NJPIES announced its top three winners for the 2005 Poster Contest Winners. Each contestant received U.S. Savings Bonds and public recognition from their legislatures. Other prizes were awarded at an annual breakfast award ceremony held at the New Jersey State House, with various members of state legislature, state departments and New Jersey Sports Team Mascots making appearances and/or presenting awards. State Farm Child ID Program was also present to fingerprint the children present and provided a kit for the parents to keep their children safe. A representative from the Junior Gallery of the Newark Museum selected the winning artworks. The event highlighted the scope of NJPIES services, as well as community outreach efforts. In an effort to promote the observance of National Poison Prevention Week in New Jersey, a public service announcement was recorded by Victor Vega, a Latin music artist and was sent to various Latin radio stations throughout the state.

## NEW YORK

The New York City Poison Control Center identified communities with low call rates to target with education outreach. For Poison Prevention Week in 2005, we conducted poison prevention workshops in English, Spanish and Chinese with parents at day care centers. Workshops were conducted at 11 Head Start and day care centers. A total of 1,862 sample bags were distributed to the children at these centers. Each sample bag contained literature in English, Chinese, and Spanish, a letter for the parents/caregivers and promotional items. The site directors were encouraged to play the "Spike" video for the children during that week. A total of 210 participants attended the programs. In trying to convey poison prevention information in a way that children would easily understand, a musical show was produced. Educational songs taught the children the importance to "Always Ask First" and the Poison Control Center telephone number. A total of 390

children (12 shows) participated in this “Musical Experience”. The musical director and performer, did an excellent job teaching about “look-alikes” and offering a fun program for the children to learn.

The Central New York Poison Center utilized billboards as a high visibility medium to promote the National Helpline Toll-free number and Central New York Poison Center. The billboards are designed to remind the public to call the poison center at 1-800-222-1222 for poison emergencies or for information. In addition to the billboards, there were six proclamation signings in five counties in our coverage area. The proclamation signing were in conjunction with poster contest winners awards. Five public libraries within the coverage area were used to distribute more than 20,000 poison prevention bookmarks. The poster contest which was co-sponsored by Kinney Drugs involved four age group categories. The winning poster will be featured in a 13-month calendar to be distributed throughout New York State and Vermont in 2006. Local media, WSYR radio, Channel 5 and News Now Channel 10, covered proclamation events and conducted interviews with poison center staff.

## OHIO

The Central Ohio Poison Center distributed over 200,000 pieces of poison prevention materials within its region of 45 counties to recognize and promote National Poison Prevention Week in 2005. Seventy-five member hospitals distributed more than 7,000 telephone stickers, brochures and educational materials available to their patients and families. These materials were distributed to city and county health departments, libraries and Central Ohio Poison Center’s Network Partners: Genesis HealthSystem; Memorial Hospital of Union County/Union County Department of Health; Mahoning Valley Partnership; The Ohio State University Extension — Athens; the Ohio Valley Poison Prevention Coalition; Coshocton County Health Department — Maternal and Child Health Center and the Delaware County Health District distributed poison prevention and educa-

tional materials to the general public. The *Be Poison Smart!*<sup>®</sup> Program-to-Go curriculum was presented by Pre-, Elementary- and Middle School teachers to over 200 students. In addition, utilizing the power of the same presentation, displays and handouts have reached over 1,000 citizens in the Central Ohio Poison Center’s region during Poison Prevention Week.

Marking the 9th year of collaboration with Kroger Store Inc., the Central Ohio Poison Center coordinated development and distribution of all handouts and shipment of materials. In-store displays were drawing the audience’s attention at 208 locations. These Kroger

Pharmacies distributed over 70,000 pieces of poison prevention materials in their entire region, including 107 stores in Ohio, 7 in West Virginia and 94 stores in Michigan, Detroit Region.



The Greater Cleveland Poison Control Center (GCPCC) kicked off poison prevention week by distributing to libraries, emergency departments, public health departments and physicians quantities of specially printed bookmarks. *Be Poison Smart* sites, WIC Clinics, public health clinics, hospitals, pre-schools and other gathering places were encouraged to display GCPCC bulletin board components in their high-traffic, high-visibility areas. Media outreach included a featured poison prevention story in the Cleveland Kids Directory and Cleveland/Akron Family Magazine. University Hospitals of Cleveland issued a press release that was reported as a front-page story in the Sunday edition of the News Herald.



The Cincinnati Drug and Poison Information Center (DPIC) utilized new, creative ways to outreach to the community and spread the message of poison prevention. More of DPIC's staff than ever before got involved in making presentations to community organizations ranging from firefighters and paramedics, to those in substance abuse counseling, to mothers of young children, to elementary and preschool students. One of the most exciting developments was the creation of two interactive puppet characters that have begun to make appearances at schools in the Cincinnati area. Pierre the Poison Prevention Pirate interacts with children to talk about poison prevention in the home and how to keep themselves and their families safe from poisons. Carson O'Genic, the Tobacco Bully, talks with elementary school students in an age appropriate way about addiction and the dangers of substance abuse. These characters were developed by DPIC and made a number of popular appearances at schools in the Cincinnati area during Poison Prevention Week. The week culminated with the puppets and several members of DPIC staff spending Saturday afternoon in the lobby of the Cincinnati Children's Museum, interacting with children and their parents and distributing poison prevention information. The puppets received great positive response and everyone involved, both DPIC staff and the families that attended, had a great time! Following a PPW presentation (this year made by Pierre, the Poison Prevention Pirate) the students were asked to design posters illustrating some aspect of poison prevention.

Broadcast by local radio stations, DPIC's media exposure included an interview with one of our staff CSPI on local morning TV programs, and informational segments on local news broadcasts focusing on poison prevention. Local print media (newspapers) were also very cooperative and published several articles about PPW as well. Of course, a continuing focus for DPIC was dissemination of information regarding the changes in guidelines for the use of ipecac. The changes provided an opportunity in virtually all of our media interviews and in-person presentations to reinforce our message to the com-

munity to call DPIC first whenever any exposure or suspected exposure occur, before taking any action, so that we can give appropriate recommendations. A project from last year that was expanded in 2005 was our development of e-mail as a conduit for spreading the message of poison prevention. In addition to sending an email regarding PPW to all employees at Cincinnati Children's Hospital Medical Center, we also forwarded it to the emergency departments in all 80 hospitals in our region, with the request to forward it in turn to the employees at their medical facility. Another continuing method of raising awareness for DPIC are DPIC's "Got Poison?" t-shirts displaying a skull and crossbones on the front and the national poison hotline number on the back. Local hospitals, pharmacies, and professional and community organizations helped DPIC by organizing poison prevention displays and presentations, including articles about PPW in their newsletters, and conducting health fairs that included booths manned by our staff. This year's activities again integrated National Inhalant Abuse Prevention with Poison Prevention Week. A statewide alert about the enhanced danger of mixing Ritalin and inhalants was released. On the local level, DPIC targeted elementary and secondary schools for poison and drug abuse prevention messages. This series of presentations was in conjunction with the NoMAD (No More Alcohol and Drugs) van. Support from the Hamilton County Alcohol and Drug Addiction Services Board makes it possible for the DPIC to acquire and equip this mobile van for reaching high-risk youth in areas where they can best be approached with prevention efforts.



## OKLAHOMA

The Oklahoma Poison Control Center and the Oklahoma SAFE KIDS Coalition collaborated to sponsor our annual National Poison Prevention Week Poster Contest for children in grades K-5. Letters and reminder postcards were sent to all elementary schools statewide. Over 30 schools participated in the contest. Governor Brad Henry proclaimed March 20-26, 2005 as "Poison Prevention Week" in the state of Oklahoma. Art students and teachers at the Classen School for Advanced Studies selected three winners from each grade. Nineteen poster winners, their parents and art teachers were invited to the Oklahoma State Capitol where Lieutenant Governor Mary Fallin presented each poster winner with a Certificate of Achievement and a citation. Jessica Sheno, who submitted the winning poster for National Poison Prevention Week, was also honored. The Oklahoma State Representatives and State Senators from each poster winner's district were also invited, and many attended. Individual and group photographs were taken by the Capitol photographer. Three of Oklahoma City's local television stations covered the event, as well as conducted interviews with the Oklahoma Poison Center's Managing Director. A tour and pizza party at the Oklahoma Poison Control Center followed the Capitol event, where prize sacks and bicycle helmets were awarded to all poster winners from the many local sponsors who contributed. Prizes were also given to the art teachers in recognition of their efforts in promoting and organization the contest in their schools. Sponsors for these prizes included: Safe Kids Coalition of Oklahoma, the University of Oklahoma's College of Pharmacy, Sonic Drive-In, Arby's Roast Beef Restaurants, McDonald's Hamburgers, Papa John's Pizza, Oklahoma City Museum of Art, Oklahoma City Zoo, Hobby Lobby Stores, Inc., Oklahoma State Tourism & Recreation Dept., Omniplex at the Kirkpatrick Science & Air Space Museum, Prime Office Supply and Office Depot. Arby's Roast Beef Restaurants included 55,000 Poison Help Magnets in their Adventure Meals in March. In total, over 75,000 pieces of poison prevention materials were requested and distributed for National Poison Prevention Week; 4,500 telephone stickers and

poison prevention materials were distributed to community pediatric clinics, pediatric faculty clinics, and the Latino Outreach Clinic; 11 presentations to more than 650 elementary and Head Start Program students in Tulsa, Broken Arrow and Oklahoma City were given by pharmacy students. The managing director accepted nine requests for poison related interviews on television and radio stations during the month of NPPW. Three news releases and one public service announcement were released statewide. More media coverage was achieved this year than ever before.

## PENNSYLVANIA

The Allegheny County Safe Kids Coalition coordinated the efforts of the Allegheny County Pharmacists Association, the Allegheny County Health Department, Highmark Blue Cross Blue Shield, Pittsburg Poison Center and the U.S. Consumer Product Safety Commission in the following activities during the 2005 March Poison Prevention Month in Allegheny County, Pennsylvania. Poison prevention kits were distributed to pharmacies in Allegheny County, as well as to all City of Pittsburgh and Allegheny County Head-Start Centers. An 11" x 17" Mr. Yuk poster was used as the centerfold in 3,800 copies of the February Allegheny County Medical Society Bulletin and was sent to all City of Pittsburgh Public Schools. Pharmacy students at Mylan School of Pharmacy, Duquesne University visited preschool, kindergarten and first grade students at six Pittsburgh schools, presenting poison prevention programs to 280 students. City of Pittsburgh Mayor Tom Murphy and County of Allegheny Chief Executive Dan Onorato each declared March as Poison Prevention Month.



**TENNESSEE**

The Tennessee Poison Center worked with Vanderbilt University Hospital to prominently feature a poison prevention display in the lobby of hospital, the Poison's Center's sponsoring institution. Also, educators at the Tennessee Poison Center collaborated with the University of Tennessee Agricultural Extension Educators to present poison prevention activities during NPPW 2005. Poison prevention literature, posters and information on NPPW was distributed to Extension Educators in all 95 Tennessee counties. These Educators then presented programs and health fairs in their communities. Tennessee Poison Center educators were featured in several radio and television interviews. And here were many articles about poison prevention in county newspapers.

**TEXAS**

The North Texas Poison Center at Parkland Health and Hospital System in Dallas kicked off Poison Prevention Week by teaming up with the Caldwell Zoo in Tyler for our 2nd annual Poison Jungle Safari. Elementary age students entering the zoo visited six different poison prevention stations setup throughout the zoo. After completing the safari, students turned in their registration forms for a chance to win a bicycle. The North Texas Poison Center also participated in one health fair and also made nineteen presentations in schools. The poison center mailed out thousands of poison prevention guides along with phone stickers and magnets.

The poison center also received many proclamations from both cities and counties throughout their service area.



The Southeast Texas Poison Center at the University of Texas Medical Branch (Galveston) teamed up with local school officials again this year to kick off poison prevention and awareness week 2005 campaign throughout the region. Forty nine schools joined in showing over 6100 school children poison education videos and sending materials home to parents. Fourteen schools participated in the local poster contests which generated 120 posters for judging. Local papers ran articles recognizing the importance of preventing poisonings and honoring a few of the poster contest winners. In addition to local school participation, three presentations to various audiences were made throughout the week by the educator reaching a total of 500 community members, a number of local and county government officials sent proclamations officially recognizing poison prevention week in their towns, and over 60 pharmacies distributed poison prevention materials to customers. In total, the Southeast Texas Poison Center believes its efforts throughout the week reached over 10,000 homes directly with educational materials or presentations.

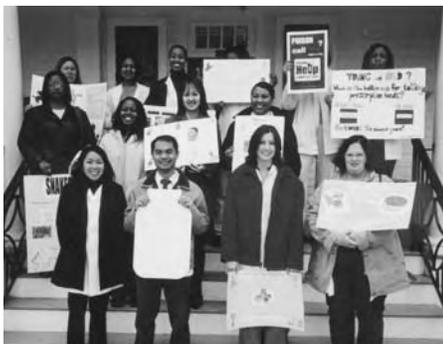


The West Texas Regional Poison Center (WTRPC) at Thomason Hospital in El Paso, TX kicked off National Poison Prevention Week 2005 with its 11<sup>th</sup> Annual Poison Jungle Safari at the El Paso Zoo. Children and their families had the opportunity to visit six different poison prevention stations set up throughout the zoo each focusing on a different topic (household products, animal/insect bites and stings, prescription medications, poisonous plant, illegal

drugs, and lead poisoning). After completing the safari, children received a certificate of completion, a free t-shirt, a free ice cream sandwich and other coupons and gifts. The WTRPC received media coverage from four English and a Spanish television stations. The WTRPC also had two articles in the local newspaper and radio coverage from three radio stations. The WTRPC received proclamations and resolutions from city and county officials. The WTRPC participated in two health fairs and mailed out thousands of poison prevention brochures, phone stickers and magnets to pharmacies, homes, pediatrician, clinics, and day care centers.

## VIRGINIA

Hampton University pharmacy students under the direction of Dr. Deadre Johnson, distributed brochures on poison prevention to the Hampton University community on Thursday, March 24<sup>th</sup> in observance of National Poison Prevention Week. The students explained to interested persons that by following the information provided in the brochures, they could keep their homes, family members and even their pets safe from unnecessary harm and how to avoid inadvertent overdosing from both prescription and over-the-counter medications. The students had also prepared signs designed to attract persons to the exhibit. These signs allowed for more interaction between the students and the public. Also, this year we had more student-student interaction. Prior to this event, Dr. Johnson announced this activity on WHOV 88.1 FM radio and explained the significance of the national hotline number for poison control centers. Several persons indicated that the information provided has inspired them to conduct safety inventories of their homes. This activity was very well received by the Hampton University community.



Virginia Poison Center mailed over 50,000 telephone stickers, posters and poison prevention fact sheets to elementary schools and retail pharmacies. Students in the Virginia Commonwealth University's School of Pharmacy, in conjunction with the poison center, went to several dozen child care centers to teach poison prevention to preschoolers there. A Virginia Poison Center display promoting poison prevention had a prominent place at the state's Early Childhood Educators conference. The Virginia Pharmacist's Association featured a full page article on National Poison Prevention Week in their March magazine. A press release informed the media of National Poison Prevention Week's importance in the region.

During March, the Virginia Poison Center received recognition from the Home Safety Council for their poison prevention project carried out in partnership with Lowe's Home Improvement stores. In the Lowe's Heroes program, Lowe's store employees identify a community or home safety need and work with local agencies to design a project addressing this need. Focusing on poison prevention and fire safety, the theme "Lock It Up" was suggested by poison center staff and adopted



by stores in the Richmond metropolitan area. The Lowe's team worked with the Virginia Poison Center to create a three-dimensional display of practical home safety concepts. The display appeared at three health events where hundreds of eager families also were given sturdy metal lock boxes filled with safety information. This poison prevention program received one of only three "regional awards" from the Home Safety Council in a national competition among hundreds of Lowe's Heroes safety projects. The Virginia Poison Center accepted a \$1,000 donation from Lowe's in support of their poison prevention programs.

## WISCONSIN

Seven Marshfield Clinic pharmacists gave 45-minute presentations to over 350 third graders in eight public and parochial schools in the Marshfield area in April 2005. The presentations included a display of various household cleaners, antifreeze, medicines, and aerosols - and their dangers. A video called "Poisonality" and role-playing skits were employed to "get the point" across. The children then received packets of poison prevention information to take home and share with their parents. This is the 15th year that Clinic pharmacists have taken part in the program.

## WEST VIRGINIA

During NPPW the Blue Ridge Poison Center (BRPC) conducted a program at the Virginia Discovery Museum's, Magic Schoolbus Program for children. The BRPC also acknowledged NPPW by contacting service area media outlets. The poison center was featured in two television stories covering the topics of poison and inhalant abuse prevention. An ad promoting our national toll-free number was printed in two newspapers. This year the BRPC Pharmacy Distribution Program placed poison prevention education materials in the hands of 83,000 residents. Sixty-three participating pharmacies included materials with every prescription filled during NPPW. We also featured adult poison prevention by mailing the national video, POISON CONTROL IN ACTION - an Adult Education Program that Saves Lives to each Red Cross, Health Department and GED location in the BRPC service region. The University of Virginia Pharmacy hosted a week-long poison center display and materials distribution for hospital employees and visitors in recognition of NPPW. And finally, the BRPC delivered a newsletter to pediatricians and family medicine practitioners concerning lead poisoning and treatment.

## WYOMING

The Nebraska Regional Poison Center which is sponsored by The Nebraska Medical Center, Creighton University Medical Center, University of Nebraska Medical Center and the Wyoming Health Dept had a proclamation from the Governor, press release and multiple media interviews. A mailing to all Kindergarten and First Grade teachers offering poison prevention packets brought our biggest response to date for requests for programs.



# Poison Prevention Week Council



**MARCH 19-25, 2006**  
**NATIONAL POISON PREVENTION WEEK**  
[www.poisonprevention.org](http://www.poisonprevention.org)

**Chairman:**  
Nancy Bock

**Vice Chairman:**  
Lorna Totman

**Treasurer:**  
S. Rutherford Rose

**Secretary:**  
Kim Dulic  
P.O. Box 1543  
Washington, D.C. 20013  
(301) 504-7058  
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kdulic@cpsc.gov

## **POISON PREVENTION WEEK COUNCIL MEMBERS**

American Academy of Clinical Toxicology  
American Academy of Pediatrics  
American Association of Poison Control Centers  
American College of Emergency Physicians  
American Dental Association  
American Nurses' Association  
American Petroleum Institute  
American Pharmaceutical Association  
American Public Health Association  
American Red Cross  
American Society of Health-System Pharmacists  
Art & Creative Materials Institute, Inc.  
ASTM Committee on Packaging  
Boy Scouts of America  
Center for Proper Medication Use  
Closure Manufacturers Association  
Consumer Healthcare Products Association  
Consumer Specialty Products Association  
Cosmetic, Toiletry, and Fragrance Association  
CropLife America  
Food Marketing Institute  
Healthcare Compliance Packaging Council  
National Association of Broadcasters  
National Association of Chain Drug Stores Foundation  
National Association of Pediatric Nurse Practitioners  
National Community Pharmacists Association  
National Safety Council  
Pharmaceutical Care Management Association  
Pharmaceutical Research and Manufacturers of America  
Safe Kids Worldwide  
Soap and Detergent Association  
U.S. Consumer Product Safety Commission  
U.S. Department of Agriculture—Cooperative State Research, Education, and Extension Service  
U.S. Department of Health and Human Services—Food and Drug Administration, Center For Drug Evaluation and Research  
U.S. Department of Health and Human Services—Health Resources and Services Administration, Maternal and Child Health Bureau  
U.S. Environmental Protection Agency

## **A Profile of the Poison Prevention Week Council**

Public Law 87-319 (approved September 26, 1961) requested the President annually to designate the third week in March as National Poison Prevention Week. The observance, sponsored by the Poison Prevention Week Council, was designed to alert the American people to the problem of unintentional poisonings. For the past 44 years, National Poison Prevention Week has focused on preventing poisonings among children under 5 years of age.

## **Purpose:**

The Poison Prevention Week Council provides a focal point for the 36 members' activities, coordinating plans and avoiding duplication of efforts. The Council publishes annually a "List of Materials" and an "Editor's Fact Sheet." The Council, through the Secretariat, also drafts the Presidential proclamation. It also produces an "Annual Report" which reflects the activities among the various participating organizations and serves as an idea mill for community groups looking for programming possibilities. The Secretariat also coordinates the annual news conference, provides advice about poison prevention activities, and distributes the Council's materials. For several years, we have produced and broadcast a video news release about poison prevention. We have a web site: [www.poisonprevention.org](http://www.poisonprevention.org).

## **Membership:**

Membership on the Council is limited to national organizations with an interest in and commitment to programs aimed at preventing unintentional poisonings. Many of the members contribute financially to the Council, which permits the preparation of the materials described above. There are no membership dues, but these voluntary contributions are the vital ingredients in making the Council independent and the program a successful one. In addition to these contributions, each member organization devises a program reflecting its own interest in the general area of poison prevention and promotes it directly (through radio, TV, or print media) or indirectly (through its chapters or affiliates). Several corporate contributors have made general donations to the Council's work, including funds for our poster and for this annual report.

## **Meetings:**

The council schedules an annual meeting in the springtime each year. In addition, a mid-year meeting is usually scheduled in December to finalize plans for the upcoming observance.

## **Officers:**

Officers are elected for two-year terms, with the vice-chairman designated the Chairman-elect. The current officers and their affiliations are:

Chairman: Nancy Bock, The Soap and Detergent Association  
Vice-Chairman: Lorna Totman, Consumer Healthcare Products Association  
Secretary: Kim Dulic, U.S. Consumer Product Safety Commission  
Treasurer: S. Rutherford Rose, American Association of Poison Control Centers

## **General Information:**

The poster for 2006 will be for sale at these prices: \$20 for 25 copies, \$36 for 50 copies, \$64 for 100 copies. Checks should be made payable to "Poison Prevention Week Council" and sent to the Council at PO Box 1543, Washington, DC 20013.

We encourage all local groups to send in photos and narratives of your poison prevention activities. We may be able to use your story in next year's Annual Report. Please send your photos and written summaries of your activities by May 1, 2006 to Secretary, Poison Prevention Week Council, PO Box 1543, Washington, DC 20013. We look forward to hearing from you.